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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

Practitioner(s) associated with the Customer Number:

OR

Practitioner(s) named below (if more than one patent practitioner is to be named, then a customer number must be used):

Practitioner	Registration Number	Name	Customer Number
Thomas J. Seeger, Jr.	37,331		
Joseph N. Goldfarb	36,339		
Carl L. Seeger	38,378		

I, [Name] (or agent) to represent the undersigned before the United States Patent and Trademark Office in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(p).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

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000070813

OR

<input type="checkbox"/> Firm or Individual Name			
ADDRESS			
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Telephone	Fax		

Assignee Name and Address

Personalized Media Communications, LLC
708 3rd Avenue, 35th Floor
New York, NY 10017

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/86 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointing in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application to which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

Signature	<i>Gerald T. Holzman</i>	Date	5/29/07
Name	Gerald T. Holzman	Telephone	212.980.3450
Title	General Counsel		

The collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. The collection of information to make 3 copies to complete, including preparing, preparing, and transmitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing the burden should be directed to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FAXES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-6199 and select option 2.